



Application

Narrative

Cash Transmittal

Development Standards

# STR Ventures

## REZONING APPLICATION NARRATIVE (2<sup>nd</sup> Submittal)

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### Project Information

#### Location:

- 7505 E. Main Street Units A&B (APNS: 130-25-008 and 009)
- 7504 E. First Street (APN: 130-25-010)
- 7510 E. First Street (APN: 130-25-011)

#### Existing Zoning:

- S-R DO (Service Residential with Downtown Overlay)

#### Proposed Zoning:

- D/MU-2 DO (Downtown Mixed Use with Downtown Overlay)

#### Surrounding Zoning:

- North: D/OR-2 (Main Street Place)
- South: S-R
- East: S-R
- West: C-2 (Civic Center Mall)

### Project Overview

#### *About the Site*

This application is being submitted on behalf of STR Ventures (the "Owner") to request a zone change from the existing S-R DO district to the D/MU-2 DO district. This rezoning will not change the Owner's use of the property, but will simply remove an unusual restriction currently in place. The current S-R DO zoning in the Downtown Overlay (DO) district requires that any residential use on the ground level be limited to a maximum of 35% of the total ground floor. The Owner wishes to be permitted to utilize the entire ground floor without this unusual 35% restriction and therefore seeks this rezoning. The properties are located just east of 75<sup>th</sup> Street and south of Main Street within walking distance of Scottsdale's Downtown Civic Center. Additionally, the properties were most recently operated as a commercial office and the proposed use is compatible with the surrounding mix of residential and office uses in the area.

We have worked closely with staff on a resolution to this unusual residential ground floor restriction. The surrounding area is a combination of S-R and D/OR-2 zoning districts. The D/OR-2 zoning district has recently been replaced by the D/MU-2 district (Downtown/Mixed Use) which permits use as a travel accommodation

without the unusual 35% ground floor restriction. Rezoning the properties from the S-R district to D/MU-2 district is preferred in this particular area as it allows for a greater variety of uses to activate Scottsdale's walkable Downtown area. For the purposes of this rezoning application, the Property Owner intends to use the entire property as a vacation rental home. To be clear, the existing zoning already permits the use of these properties as a vacation rental home, however this zoning change merely eliminates the unusual 35% ground floor restriction applied to the S-R zoning district within the Downtown Overlay.

#### *About the Property*

As mentioned, the properties will be utilized as a vacation rental for one family at a time. Important to note, these properties can already be used as a vacation rental, this change merely removes the unusual ground floor restriction associated with S-R zoning located within the Downtown Overlay. This area is ideal for the proposed use as it is within walking distance to the heart of the City. Located next to Civic Center Mall and near Scottsdale Stadium these vacation rental homes will offer logistical convenience to visitors from all over the country while providing visitors/guests with the comforts of a home versus a cramped hotel room.

#### *About the Owner/Operator*

The property owner, STR Ventures, LLC (STR), is also the operator of the proposed short-term rental homes. STR provides premium vacation rentals for every occasion whether traveling for business or pleasure and even offers corporate housing with full feature accommodations and world class concierge service. They have been operating in Arizona since 2005 via various operating companies and investment partnerships including Vineyard Services, LLC, Home Yield, LLC, and Colony American Homes, LLC which is a large national property manager. They have an impeccable reputation which speaks volumes to their commitment to not only their guests but to their communities. They pride themselves on being good neighbors and each property is equipped with the most state of the art "Smart Sound" technology. Smart Sound alerts the Management staff when the volume either inside or outside the property exceeds normal decibels. The visitor or guest is delivered a "warning" via email or text. If the volume continues to exceed ample levels, the guest/visitor will be fined. This Smart Sound technology has proven extremely effective in keeping noise at an ambient level. We also have cameras in the front and rear of our homes. Additionally, we have security patrols which drive around to our properties to manage any issues when our normal 12 person local staff needs additional assistance.

Unlike individually owned vacation rentals or homeowners that rent out their primary homes only on occasion, STR professionally manages all their properties. Professionally managed rental properties avoid many of the problems associated with the homeowner or one-off rental owner since those owners do not typically

have the technology or staff to insure their properties are well managed and policed.

#### *Proposed Improvements*

All of the buildings will have new stucco with a fresh coat of paint utilizing a desert color palette. Existing trees and shrubs will be maintained and manicured with new desert landscaping throughout the property to provide a welcoming atmosphere. Sidewalks and parking areas will be constructed and/or improved to add pedestrian friendly accessibility and promote walkability to nearby attractions, retail shops and restaurants. The interiors of the building will have first-class renovations to provide guests with a beautiful, desert home experience during their stay.

#### **Compliance with Downtown and Old Town Character Area Plan**

This rezoning request fully complies with the Downtown and Old Town Character Area Plan as it brings visitors/guests to the heart of Scottsdale and activates the area with pedestrians/patrons.

The Downtown Overlay (DO) designation was adopted to promote the goals and policies of the Downtown area and provide increased intensities to revitalize Downtown area properties. This area was once, many years ago, a residential neighborhood; however, throughout the years, it has been transforming from residential to office type uses. The DO encourages urban designs and stimulates sustainable live/work lifestyles within a vital urban environment. The proposed use will most definitely activate this area with tourists and out of town guests interested in exploring all of the wonderful arts, museums, restaurants and retail establishments within the city's core.

#### Old Town Character Area Plan GOAL LU 2

Encourage the development of Old Town as a collection of mixed land uses and districts.

*Policy LU 2.3 – Encourage new development, redevelopment and infill projects that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses with Downtown Multiple Uses areas.*

The Property Owner is investing substantial sums to fix up the property and improve the aesthetic of this property in such a key location. The proposed use will bring tourists/guests within walking distance to the elaborate mix of retail, entertainment, cultural, theatrical and sports establishments in the Downtown area.

#### Old Town Character Area Plan GOAL CD 1

Strengthen and enhance the Old Town District Character with contextually compatible development

*Policy CD1.5 – Maintain the pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at street level in all downtown districts.*

As mentioned, the purpose of the proposed use is to bring visitors/guests to the Downtown area for extended periods of time and activate this older area just east of Civic Center Mall. Visitors will be in walking distance to a plethora of entertainment and eatery options.

Old Town Character Area Plan GOAL M 2

Create complete, comfortable, and attractive pedestrian circulation systems

*Policy M 2.2 – Encourage pedestrian oriented design that includes pedestrian comfort amenities such as trees, shade, seating, shelter, wayfinding, lighting, to encourage strolling, lingering and promenading especially in areas where there is high concentration of pedestrian activity.*

These properties are currently unmaintained and in desperate need of improvements. All the landscaping planned will be inviting and welcoming in order for visitors to feel comfortable outdoors no matter what time of year. Again, these properties are all within walking distance to Civic Center Mall which will inspire visitors to embark on morning and evening strolls to the many fine dining opportunities in the immediate area.

Old Town Character Area Plan GOAL EV 1

Support Old Town's Prominent Economic Role as a Hub for Arts, Culture, Retailing, Dining, Entertainment, Tourism, Events, And Employment

*Policy EV 1.2 – Promote downtown as an environment attractive to both leisure visitors and skilled workforce.*

*Policy EV 1.3 – Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.*

The proposed use definitely supports the tourism goals outlined in the Character Area Plan as it is intended to be used for travel accommodations bringing out of state visitors, in state guests and professionals into the heart of Scottsdale.

## **Compliance with Scottsdale's General Plan**

This rezoning request fully complies with the City of Scottsdale General Plan.

### General Plan Growth Area Element GOAL 1

Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

*Bullet 3: Promote the coordination of infrastructure development and upgrade with opportunities for infill development and development activity where it will encourage a mix of uses and support pedestrian and transit activity.*

The properties included in this rezoning application are currently unmanicured and uncared for. The Applicant intends to improve these infill properties and bring them new life. Redevelopment of these properties will also benefit the surrounding area as alleyways will be brought up to code, new landscaping and sidewalks will be installed, utility lines will be relocated or buried. Approval of this request will allow these properties to be renewed which will bring people, visitors and residents alike, to this area and promote pedestrian connectivity to the center of Old Town.

## **Conclusion**

The requested rezoning and intended use of the property supports the City of Scottsdale's desire to create a vital, viable and desirable residential setting situated near entertainment, shopping, employment and healthcare. Additionally, this request will provide tourists and visitors alike the opportunity to vacation (or "staycation") in the heart of Scottsdale within walking distance to great restaurants, art galleries, old west museums, parks and much more while enjoying the comforts of a home rather than a hotel room.

**7505 MAIN, 7504 AND 7510 FIRST STREET  
RESUBMITTAL CHECKLIST**

Case Number: **27-ZN-2018**

Please provide the following documents, in the quantities indicated, with the resubmittal (all plans larger than 8 ½ x11 shall be folded):

Digital submittals shall include one copy of each item identified below.

- One copy: COVER LETTER - Respond to all the issues identified in the first review comment letter.
- One copy: Revised CD of submittal (CD/DVD, PDF format)
- One copy: Revised Narrative for Project
- One copy: Results of Alta Survey
- Two copies of the Trip Generation Comparison

- Site Plan:

\_\_\_\_\_ 6 \_\_\_\_\_ 24 X 36      \_\_\_\_\_ 1 \_\_\_\_\_ 11" X 17      \_\_\_\_\_ 1 \_\_\_\_\_ 8 ½" X 11"